

USC x 6AM: Marketing Plan

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I. Mission & Objectives

The USC x 6AM student organization's mission statement is "to be USC's premier student organization for ethnomusicology, music education, and events with live music." This entails forming a genuine connection with the Doheny Memorial Library and USC's Music Library, establishing a strong foundation, and building something meaningful. USC x 6AM seeks to enhance the Music Library's services to its students by providing musicians and content creators an opportunity to pursue and showcase their passions. Its vision statement is "to be a beacon for the Digital Music Library of Ethnomusicology and form a community of musicians, content creators, artistic, and creative students at USC." The existence of the student organizations is purposed towards fulfilling a standard of quality and care in delivering its ethnomusicology program to the Trojan family provided by 6AM and its partners and affiliates. 6AM is seeking a partnership with USC's Thornton School of Music, School of Dramatic Arts, KXSC, as well as the ALA and SLA. Information professionals can determine the authoritative research necessary to contribute to the popular discourse with respect to the music industry, underground club culture, and the scene.

USC x 6AM always on the lookout for talent. This is a great opportunity for techno producers to obtain entry into 6AM's ArtistMap program. All musicians are welcome and encouraged to participate. 6AM does not prioritize follower count but rather seeks an infectious vibe, energy, and effort that is noticeable to the right set of eyes. This includes not only those interested in the music industry but also content creators looking to contribute to the scene.

Objective 1: Recruit 10 students to establish student organization

Five Executive Officer positions are available and each position increases the likelihood of recruitment for internship at 6AM to work on Joseph's team alongside 6AM's Chief Executive Officer JIA Wang: (1) President, (2) Vice President, (3) Event Curator, (4) Marketing,

and (5) Diversity. The Executive Officer of Diversity position has been filled by Jace Hardaway. We are looking for self-starters who are creative and share our goal of merging libraries and music.

Objective 2: Recruit 50 students per semester

USC has many students with a wide variety of interests that intersect at this student organization. The organization is not featuring recruitment as a membership qualification. USC x 6AM seeks to be an inclusive student organization that prioritizes diversity and kindness.

Objective 3: Collaborate with local businesses, community, and other student organizations

USC x 6AM seeks to form genuine connections with the local community, invite them to participate in our events, and maintain healthy relationships with community leaders. Our events feature collaborations with local businesses and other student organizations.

Objective 4: Host one event per semester (goal of 200 attendees)

The student organization features its Celebration of Cultures event at Gin Lin Way, Los Angeles (Chinatown) as its primary driver in delivering creative events with live music to its members (see Appendix A). On-campus events in collaboration with KXSC will be held in the McCarthy Quad.

Objective 5: Become USC's premier student organization for ethnomusicology

Jace's mother, Mrs. Hardaway, is one of the architects of USC's MMLIS program and has agreed to sponsor the student organization and be the faculty advisor. This grants the student organization exponential amounts of legitimacy and credibility to grow and expand into a venture that truly makes an impact on the Trojan family and USC's surrounding communities. Ashley Temm has also offered her utilization to be the student organization's staff advisor.

II. Description of the Initiative, Service, or Other Offering You Are Marketing

The purpose of the student organization is to form a collaboration with USC's Music Library, Thornton School of Music, and 6AM. 6AM is the premier music label that runs the entire underground house and techno scene in Los Angeles. The CEO has a sentimental relationship with USC and desires to form a connection with the Trojan family. The USC x 6AM student organization shall provide an ethnomusicology program which features in-depth music education, presentations by notable DJs, as well as events with live music and celebrations of culture.

Music education includes, but is not limited to: (1) discussions regarding music history and production specifically popular genres such as funk, disco, R&B, cloud rap, house, tech house, and techno, (2) a deep dive into the sounds used and sampled in music, (3) the roots of those sounds, (4) the socioeconomic context of when that sound was created and what makes its use prevalent, (5) the history behind the music and artists within a genre, (6) the celebrations of various cultures and their intersections within music, (7) the study of the human body's response to the rhythm of the soundscape and its reflection of culture, (8) subcultures and multiple identities in music, (9) sound engineering and enhancement, (10) music production tutorials and masterclasses by professional musicians, (11) an evaluation of music that's been cancelled, (12) copyright law, content licensing, and the DMCA's impact on the music industry and access, (13) the payment structure of popular music streaming apps on mobile devices such as Spotify, (14) neurodiversity, (15) music and its holistic healing properties supplemented by scientific study (PDFs provided by USC libraries), (16) the modern library movement, (17) how libraries and music can co-exist, (18) the ALA's advocacy and policies for content and copyright, (19) the role of digital libraries and collections, (20) the library's authority within copyright law, and (21)

other educational or community-advantageous ventures such as the creation of a collective currency (USC x 6AM NFT).

Events with live music, provided by 6AM, features performances from popular artists, such as ZHU to underground artists such as Kevin Saunderson, Drumcell, Truncate, Developer, and the CEO of 6AM himself--JIA. USC x 6AM will collaborate with house and techno record labels such as DirtyBird, Desert Hearts, Soul Clap, Octopus, Codex, and Set About. In addition, the USC x 6AM student organization will partner with the Long Beach Blues Society and New Blues Festival to serve our surrounding underserved communities and deliver blues music as music therapy to schools, hospitals, senior centers, and veteran homes. Joining the student organization is free. Events are usually free. We reserve the right to determine general admission prices based on performers scheduled (GA \$40). Events will be in the McCarthy Quad at USC and the Celebration of Cultures will be held at Gin Lin Way (Chinatown).

When curating events, part of our student organization's objectives is balancing the aesthetic of techno which includes anonymity, disappearance, rejection of commercialism of music to emphasize music selection, demonstration of ability to use music and the technologies that allow for live performances, and deeply connecting with the audience through minimal rhythm and soundscapes that prioritize creativity in the rugged, brutal, industrial sound of its drum pattern versus the ostentatious nature of tech house (see Appendix B).

On-Campus Events - McCarthy Quad (6PM-10PM)

Event 1: In The Bag Presents Trojan Sunset featuring Jenny Voss + Chris Diaz, Jenny Voss B2B DBT + Saxophone, Taylor Jordan B2B Joseph Nguyen

Event 2: USC x 6AM Presents Black Friday featuring JIA B2B Surachai B2B Drumcell, Taylor Jordan B2B Joseph Nguyen

Event 3: USC x 6AM Presents Trojan Hearts (Desert Hearts Takeover) featuring VNSSA, Marbs, Taylor Jordan B2B Joseph Nguyen

Off-Campus Events - Celebration of Cultures - Gin Lin Way (6PM-10PM)

Event 1: USC x 6AM Presents Rush Hour Nein featuring JIA B2B Kevin Saunderson, Taylor Jordan B2B Joseph Nguyen

Event 2: USC x 6AM Presents Blacklitz featuring ZHU, JIA B2B Joseph Nguyen

Event 3: USC x 6AM Presents Women in Techno featuring Rebekah, Amelie Lens, Taylor Jordan

III. Target Market Analysis

Mariah Carey once sang “But it’s just a sweet, sweet fantasy baby.” The 1995 hit *Fantasy* transformed pop music by sampling Tom Tom Club’s 1981 funk classic *Genius of Love*. A crossover of hip-hop, g-funk instrumentals layered with clean, angelic R&B vocals was unheard of during its time. The same could be said about USC’s crossover with 6AM and the ability to establish a presence in the Trojan and Los Angeles community. This student organization bridges the gap between the university and its student population with major players in the music industry. It provides an opportunity for USC and 6AM, two pioneers in their respective industries, the former being academic and the latter being music, to collaborate and deliver a unique experience to USC students.

The target market is USC students who are enrolled. There is no need to over-niche and create artificial exclusivity and barriers to participate in an inclusive, welcoming community that opposes any forms of racism, hate, discrimination, violence, and disregard for disabilities including neurodiversity. The student organizations seeks to recruit students who have an interest in (1) ethnomusicology, (2) music production, (3) music history, (4) music theory, (5) creative

events with live music, (6) forming life-long friendships, (7) those looking for a safespace to comfortably communicate with self-expression as a core value, (8) content creation (Twitch, YouTube, Facebook), (9) videography, (10) photography, (11) performance arts, (12) the humanities, (13) social sciences, (14) anthropological approaches to music, humanity, and culture, (15) music therapy, (16) music within medical industry applications, (17) holistic values of music, and (18) academic discussion of music.

To gain prominent information on the target audience, we will ask members of the student body to participate in a survey. Qualtrics will be used to create a survey asking participants to identify demographic data and indicate interest in the ethnomusicology library, music production, content creation, and other artistic mediums. Our demographics and behavioral segmentation research concludes that we should maximize inclusivity by expanding focus of groups: (1) aged 18-24, (2) all races, (3) ethnicities, (4) sexual orientations, and (5) gender identities are welcome and encouraged to join the USC x 6AM student organization. Behavioral groups the organization will focus on are students who (1) listen to multiple genres of music, (2) have an interest in celebrating cultures outside of their own, (3) content creators, (4) social media influencers on TikTok, YouTube, Twitch, and other social media platforms, (5) those who show interest in and want to learn about music theory, (6) ethnomusicology, (7) music production, and (8) music history.

As of fall semester 2021, there are 21,000 undergraduate and 28,500 graduate and professional students enrolled at USC. A demographic chart for students enrolled in USC's 2021 Fall semester can be retrieved on USC's Facts and Figures webpage (see Appendix C). These are the students that we will be recruiting into the student organization.

Based on Esri's 67 market segmentations, the top three within the 90007 zip code are, Diverse Convergence, Fresh Ambitions, and NeWest Residents. Many of the people in these segments are new to the US and are made up of families. These families have full-time, blue-collar jobs and are willing to work overtime to support their families. They are generally lower income families.

To position the student organization as one-of-a-kind experience, we aim to advertise the quality of the product we are offering. The collaboration with 6AM will offer unique opportunities for members to learn from industry professionals such as Dr. Dre, Missy Elliot, and more. The student organization will host themed nights that spotlight different genres of music such as Latin Nights, Country Night, Disco Night, etc. Diverse and inclusion are top priorities for the USC X 6AM student organization. The goal is to create a welcoming space for people from all walks of life. Part of the incentive for joining the student organization will be access to either a diversity, equity, and inclusion (DEI) specialist. They will be asked to volunteer their time and expertise to ensure the student organization upholds its commitment to fostering a diverse and inclusive environment for all.

Based on the estimated revenue from 200 students attending one the live events, with an entry fee of \$30 per ticket for members, along with the annual \$300 grant provided by USC for on campus activities, the budget for the student organization is estimated to be around \$6,300 per semester. Remaining funds from net yield accumulations will be given as a material donation to USC's Music Library (Doheny Memorial Library).

IV. Market Analysis

Market Trends

Market trends will fluctuate each semester. Student body demographics, current and future collegiate digital music trends, and local digital music trends need assessments for a cohesive marketing strategy to be executed. USC has shown consistent student demographics throughout the past nine years (Datausa, 2021). This data will be utilized to predict the percentage of incoming students that will be targeted for this organization. According to Statista (2018), the Hispanic community is most likely to venture into dance/electronic music. As stated above, the Hispanic USC demographic for Fall 2021 is 15.6% of incoming students based on approximately 49,500 (USC, 2021). The organization should target the market towards the 7,644 Hispanic students while still being open to other ethnicities.

The techno music scene for USC and the local area must be analyzed to determine an accurate market trend. Tracking the popularity and introduction of different subgenres for techno music assists the organization to predict and prepare for where the market is heading. As the organization expands, the inclusion of other music genres and their analytics will be necessary to develop further marketing strategies. Analyzing the different genres to establish a comprehensive marketing strategy that keeps the ethos of the organization intact as well as room for expansion is based on the success of accurate market trend analysis.

Other factors that will determine the impact of the organization's marketing plan is the influence 6AM and the Thornton School of Music will have as collaborators. The ethos of 6AM (2020) and Thornton School of Music (2021) are similar in ways but very different in others. Finding balance within collaborations while assessing the goals of each organization, determines how different marketing plans will be executed.

Regulations

The organization must abide by USC's Recognized Student Organization (RSO). The current process to be a RSO is as follows:

- Develop constitution
- Identify a full-time faculty/staff advisor
- Roster of 10 students enrolled at USC

After accomplishing the requirements, the organization will abide by all USC regulations regarding student organizations, and student body codes of conduct (Campus Activities, 2021; USC Student Judicial Affairs and Community Standards, 2021). Fund-raising concerns are addressed in the Campus Activities policy. Any interactions dealing with the community outside of USC will abide by local and federal laws imposed by the government.

SWOT

The strength of the organization comes from being the only techno based RSO within USC. The direct competition is non-existent, and the organization can set the bar high for the USC techno landscape in all categories that it is trying to fulfill. Another strength is partnering with 6AM and the Thornton School of Music helps with credibility and the collection of resources that will be at the organization's disposal such as mentorship, equipment, sponsorship, etc. The ambition of the organization is both a strength and a weakness. The possibilities are abundant due to the nature of the organization being the only one of its kind but attempting to execute too many goals without establishing the proper foundation opens avenues for disaster when faced with intricate scenarios. Funding is another weakness for the organization. It has not secured funding outside of the yearly stipend of around \$300 granted by USC campus activities.

The current opportunities identified are the diversity of potential new members that can be recruited and the collaborations between 6AM and the Thornton School of Music. The two

organizations' music portfolios allow for diverse events to be advertised to the surrounding communities. The current threat is self-imposed because the organization is not established. If any of the starting criteria is not met and turned in before the deadline, the organization will have to wait until the next application process. The current application process to start will be Spring 2022. Once recognized as an RSO, the threat shifts from getting the necessary requirements to establish the organization to meeting the requirements to stay active. In addition to the initial start-up, threats come from USC having over 60 music specific organizations and over 1,200 organizations to contend with. The organization can get lost within the abundance of student organizations as well as organizations unaffiliated to USC.

V. The Competition

The current competition consists of other student organizations at USC and local music organizations offering experiences in techno music. In order for this organization to be the beacon of techno music for USC, and eventually the local area, it must analyze the shortcomings of the competition and plan to avoid those pitfalls. The organization will scrutinize podcasts, live events, techno discussion, or music related interactions the competition hosts and develop marketing plans that will eliminate their shortcomings with more effective and efficient strategies. As a new organization, the ability to be flexible and develop policy to maximize efficiency, with the resources at hand, greatly increases the success of becoming the premiere techno organization in the area.

The most immediate competition, with respect to other notable academic libraries within the Los Angeles area, is UCLA's Music Library. Their music library provides a reading room for quiet study, a seminar room for group study, a classroom for a quieter study area with access to computers and the following audiovisual equipment: (1) CD players, (2) LP turntable, (3) audio

cassette player, (4) DVD/Blue-Ray players, (5) VHS tape players, (6) laptops, and (7) high quality headphones. USC's Music Library provides comparable services. However, the UCLA Music Library has a music library studio available for audiovisual recording and content creation that includes (1) a Focusrite Scarlett interface, (2) an iMac Pro, (3) a laptop stand, (4) a piano keyboard, (5) a studio microphone with pop screen, (6) studio monitors, and (7) a whisper room studio.

In addition, the UCLA Music Library has the following kits available for checkout and use in the studio: (1) a Chauvet DJ light (EVEE100Z unit currently available on Amazon for \$909.99), (2) a Focusrite Scarlett 2i4 (currently available on Amazon for \$239.99), (3) two Zoom H1n Handy Recorders (currently available for \$119.99 each), (4) a Zoom H6 Handy Recorder (currently available on Amazon for \$349.99), (5) two Hamilton music stands (currently on sale on Amazon for \$45.99 each), (6) iLoud Speaker (currently available on Amazon for \$299.99), (7) JBL Charge 3 (currently available on Amazon for \$129.95), (8) two Zoom Q2n Handy Video Recorders (currently available on Amazon for \$219.99 each), (9) ROLI controller (currently available on Amazon for \$119.95), (10) two Rode Smartphone Lav (currently on sale for \$59.01 on Amazon), (11) Rode stereo mic pair (at least \$194.99 on Amazon), (12) Sennheiser Pro Audio HD650 Professional Headphones (currently \$330.37 on Amazon, usually \$499.95), (13) Yamaha Stagepas Portable PA System (currently on Amazon for \$1,199.99), (14) Traktor DJ Controller (S4 MK3 unit currently available on Amazon for \$999), (15) two Xenvo Smartphone Lens (currently available on Amazon for \$44.99), and (16) Zhiyun Smooth Q Gimbal (currently available on Amazon for \$89).

VI. Promotional Tactics

One of the first methods of promotion that the organization will tackle is the use of influencers and public figures. The organization will use public figures that are relevant to music through any association. These influencers will provide publicity for the organization events and promote attendance. The target market will recognize these influencers through mostly social media fame and be motivated to support these events as fans of the influencers. As the influencers will need something to promote, this tactic will be set into motion once the opening event is planned and set. The budget costs for this promotional tactic lies at around \$100 per post and will be fluctuating based on profit and popularity of the influencers. For example, a post from ZHU, who has 5,407,233 monthly listeners on Spotify and 264,000 followers on Instagram, may cost \$100.

USC and the surrounding community is home to many different cultures and musical interests. Due to this, a very important promotional tactic we will be practicing is hosting culturally relevant events. Events will be hosted at the library or nearby venues that represent different music cultures and themes (Latin Night, Country Nights, Pop Culture, etc.). This is sure to include everyone in the organization and also expand the target market. Brainstorming these cultural events will begin immediately and as mentioned above the bases of some ideas have already been considered. At about \$3,500 per event, these events will be considered in the budget and yet again will fluctuate depending on performers, venues, etc.

As with any organization, a membership will be offered to anyone that is interested. To peak interest in this membership, special benefits will be included to encourage recruitment. Membership holders will receive special benefits such as discounted entry, VIP event access, access to libraries materials and amenities, etc. This allows members to be appreciated for their participation. Promotion will begin prior to the first event as the organization wants to provide an

advanced opportunity to be a part of the VIP action and will possibly even include a free trial as incentive. Budgeting for this promotion stands at \$30 per ticket for members and \$40 per ticket for general admission into the event.

To begin advertising these events and membership a base promotional tactic is through the use of social media. Promotion and advertising through social media platforms (Instagram, Tik Tok, Twitter, Facebook, etc.) will provide visuals and details of what the organization can provide for the community. As a powerful source of publicity in the modern world, this is going to be the organization's backbone when it comes to attracting attendance and relevance. This too starts as soon as possible and ideally with the initiation of organization profiles on each platform. The costs of this promotion stands with the recruitment of an individual to maintain these profiles with financial compensation. We will begin with an internship level position and recruit a social media expert based on the organization's growth. Compensation will come from event funds.

This leaves the organization with the main event and promotional tactic: performers. DJ's and musically related community leaders will be asked to perform at the library or nearby venues. This will generate profit, attendance, promotion, and memberships. Members and the community can enjoy some of their favorite artists hosted by USC. Once the final board of the organization is established proposals will be generated and sent out to musical artists and those with connections to get performers on board. The budget for this will stand between \$1000-1500 for 3 hours or volunteering of local artists, depending on the artists willing to participate.

VII. Control Phase

Metrics

The organization will use follower count and engagement rates from our Instagram, TikTok, Facebook, and Twitter accounts to measure the effectiveness of promotional advertising. The organization will also use the number of views from live streams performances on YouTube and the streaming statistics from the 6AM collaborative podcast to evaluate if there is increasing and continuous interest in the student organization. The ticket sales from the live events will assist in assessing event attendance. A customer experience survey will be emailed to attendees after the event to gauge their satisfaction with the themed parties and other live events.

ROMI

With the estimated funds necessary to support the organization standing at about \$6,300, the return on marketing investment (ROMI) can measure how much money will be returned back versus how much we spend. The ROMI can be calculated by totaling our profits and dividing that number by our total investment.

In the initial year, we expect our income from ticket sales, fundraising, and events to be a minimum of \$6000. Our costs to operate are expected to be around \$3500. With these numbers, we are projecting our net revenue (or net loss) to stand at +\$2500. A mere \$300 marketing investment on 3 posts at \$100 will give us a ROMI of 733% on 200 conversions or ticket sales.

Usage and Membership Increases

To keep up with the fluctuations in the usage and memberships, it's best to monitor objections 2 and 4, this has to do with recruitment and attendees. As our objective is to recruit 50 participants per semester, the success or failure to achieve this goal will reflect our usage in marketing and promotional strategies. Second to that, our goal for attendees per event lies at 200 individuals. This will be calculated through ticket sales and will also reflect our success rate. All in all, participation and the interests of the community and members of USC will provide for us

an idea of what we are doing right and what we can do better. The Ethnomusicology Library will be a space that combines traditional and modern library services where all are welcome. The measure of this organization's success is based on that key principle. By establishing this student organization, we hope to provide a community for students that wish to create, promote, and produce their own content and ideas.

Appendix A





USC x 6AM Presents: Celebration of Cultures at Gin Lin Way, Los Angeles (Chinatown)

Appendix B



Techno: Reform LA, DVS1 Afterparty



Tech House: Boat Party, Probably Ibiza

Appendix C

Student Demographics (Fall 2021)

Asians	19.1%
Black/African-American	5.8%
Hispanic	15.6%
White/Caucasian	27.3%
International	23.8%
Other	8.4%

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